Syllabus
MKT 4440, version 1.2
Updated: June 05, 2020

MKT 4440—Digital Marketing

Course Description: The proliferation of internet, social media, and mobile channels are revolutionizing marketing techniques around the world. This course provides students technological expertise to keep pace by in-depth discussion and projects performing digital marketing with real companies. Students will acquire cutting-edge knowledge, skills, and experience to conduct marketing campaigns in each of these cutting-edge mediums.

Textbooks and Other Materials

Textbook

Judy Strauss and Raymond Frost. *E-Marketing*. 7th Edition. Upper Saddle River, NJ: Pearson Education Inc., 2014.
> **ISBN-10:** 0-13-295344-7
> **ISBN-13:** 978-0-13-295344-3

Ordering Information

Please review the following tips for ordering your course materials:

1. Do not purchase your textbooks until your enrollment is approved. During the processing period, a new section may be opened that could require a different textbook or edition.
2. *Always order by the ISBN*. Publishers and vendors often offer the same textbook title under different ISBNs. You must have the correct ISBN to access your online website.
3. If you are having problems locating a textbook, contact us at Answers@outreach.lsu.edu for assistance.

Other Materials and Resources

Software: MS PowerPoint, Mozilla Firefox Web Browser, Adobe Acrobat Reader

> After watching the video module which will lead you through the PowerPoint presentation, it is recommended that you read all of the required reading assigned, in each chapter.

> It is recommended that you use Mozilla Firefox as your web browser. Internet Explorer is not compatible with your Moodle course site, and Chrome no longer supports Silverlight.

> Adobe Acrobat Reader is required to view PDF document files.

Hardware: *Web cam with a microphone (built-in or external), headphones or working speakers,* and *high speed internet*

> Proctored exams are completed online and require the hardware listed above. Students are encouraged to review the technical requirements provided on the ProctorU website and to perform a test on their equipment prior to enrolling in this course to make sure they have the necessary resources available. There is a separate charge for each proctored exam.

> **Technical Requirements:** http://www.proctoru.com/tech.php

> **Equipment Test:** http://www.proctoru.com/testitout/

Nature and Purpose of the Course

Course Outcomes: Upon completion of this course, students are expected to be able to:

1. Recognize the differences between E-Business and E-Marketing, and be fluent in terms related to E-Marketing.
2. Identify and analyze key performance metrics for E-Marketing.
3. Integrate digital marketing / E-Marketing components into an overall marketing strategy, including the use of E-Marketing tools for research, customer contact, segmentation, targeting, positioning and manage all E-Marketing components.
4. Describe challenges of E-Marketing and avoid some common missteps to implementing E-Marketing in your strategy

For every example of a company who succeeds with its E-Marketing Strategy (e.g., Google or AMEX), there is a company that fails to implement an effective E-Marketing strategy and pays the consequences, which may include loss of market dominance (e.g., Blockbuster) or the dissolution of the company itself (e.g., Borders Books). Why do some companies flounder when other companies flourish with E-Marketing? It all relates to how well the management in each company understands the E-Marketing tools it has at its disposal and how the tactics used fit with the overall company strategy and the needs of its consumers.

This course is designed to give you the key practical knowledge that you will need to create and execute a successful E-Marketing strategy. The course views E-Marketing strategy as one component of a holistic marketing strategy, which should be designed with the guidance of established marketing principles. In the course, you will be exposed to some of the best and worst practices in the marketplace and their connection to the pertinent principles in an effort to increase your ability to make intelligent choices in your E-Marketing pursuits.

Working with the Course Materials

Remember, this course covers an entire semester of work or the equivalent of a classroom course lasting 15 weeks. That means that each module in this course equals nearly a week of course work and will require the same time and effort on your part. *Do not expect to complete each module in a single study session. Understand, too, that if you choose to submit assignments at a very high pace, your instructor may not be able to grade your work at the same rate.*

Each module contains information, activities, and assignments organized under a consistent series of headings. Get familiar with how the module is organized. Each module in this course is organized into the following sections: the Module Learning Objectives, the Video Lecture, the Reading Assignment, and a graded Module Assignment. You should work through these parts of the module in order. Specific recommendations are provided in a link to the course module instructions, which you should review before beginning the first module.

You are encouraged to complete the following sequence for each module, as it should lead to optimal performance in the course, and more importantly for optimal knowledge acquisition.

1. ***Read the learning objectives.*** The purpose of the learning objectives is to focus you on the "big" takeaways from the module (i.e., making sure you understand the major points before looking at the learning materials).

2. ***Read the Module Instructions.*** This portion will call out any requirements that are unique to the module, though most if not all will proceed the same way.

3. ***Watch the video lecture components.*** In each module there are one or more video components. You should watch each of these and take notes on the points that you feel are relevant to the module objectives. This type of engagement will help you to remember the major points and help you prepare for assignments and exams.

4. ***Complete the assigned readings.*** The collection of readings from the textbook and selected other sources are intended to give you exposure to relevant information and examples to help you master the topics of each module. Material from all of the readings are potential sources of assignment and exam questions.

5. ***Complete optional readings and materials.*** Occasionally, additional materials that are particularly relevant to a topic or illustrate an interesting application or viewpoint will be posted. The material in these will not be included formally on exams or assignments, but they do give additional insight on a topic to promote a more complete understanding.

6. ***Review any supplemental notes.*** Supplemental notes are included in some modules to help you to understand the main takeaways. They may cover material included in the videos, the readings, examinations, and assignments.

7. ***Complete the Module Assignment.*** You will have a graded assignment in each module; the assignment is a timed quiz with a mix of multiple-choice, true or false, and short-answer questions.

Suggested Study Techniques

Carefully review the module objectives to help you focus on the information that will be covered on the exams.

Concentrate on the reading assignments, the module lecture material, and any additional resources provided. This review should include a detailed examination of any illustrative problems and examples. After an assignment has been completed, a rapid re-reading of the related text and other materials is strongly recommended.

Put yourself on a definite schedule. Set aside a certain block of hours per day or week for this course and work in a place where distractions are minimal.

Try to submit one assignment each week or at least every two weeks. Delays in submitting assignments usually result in lagging interest and the inability to complete the course.

Review your module assignments after they have been graded, paying special attention to any instructor feedback provided. (We suggest that you wait for assignment feedback before you submit subsequent assignments.)

Regardless of how you complete your graded assignments, keep in mind that module completion should not be your sole preparation for your exams. As with any college course, you should study for your exams.

Reading Assignments

You will read an average of approximately 50 pages per module. Specific reading assignments will be given in each module, and may vary based on the length of the particular chapter and the additional readings in that module.

Topic Outline

This course covers the following specific topics:

Module	Topic
01	Past, Present and Future—The Evolution of E-Marketing
02	Strategic E-Marketing and Performance Metrics
03	The E-Marketing Plan
04	Online Consumer Behavior
05	E-Marketing Research
06	Segmentation, Targeting, Differentiation, and Positioning Strategies
07	Product—The Online Offer
08	Price—The Online Value
	Mid-Course Examination
09	The Internet for Distribution—Place on the Internet
10	E-Marketing Communication—Owned Media
11	E-Marketing Communication—Paid Media
12	E-Marketing Communication—Earned Media
13	Search Engine Marketing (SEM)
14	Email Marketing
15	Mobile Marketing
	Final Examination

Module Assignments

Carefully study the textbook, video lecture components, required reading material, and the PowerPoint notes before you begin to attempt the module assignments. It is also suggested that you take detailed notes of the material in the lecture itself. This study should include a detailed examination of any illustrative problems and examples, as well as the assigned reading.

You should submit each module assignment as soon as it is completed. Some courses have restrictions that require that a grade be received before you can submit additional assignments. Specific information on assignment submission is included in the Module Instructions. Please be sure to follow these instructions.

You must have a *grade posted in the Moodle grade book for the Module 15 Assignment in order to unlock access to the Final Exam.* Please allow at least seven days for the final assignment grade to be posted in the gradebook.

Once you *submit* an assignment, you cannot revise it, so be sure to check your work. Your instructor will normally post a grade for your assignment within *seven calendar days.* Understand that occasional delays will occur, such as during holidays and semester breaks or if you submit several module assignments within the same week. You must have been enrolled in the course for *at least three weeks*, regardless of when the modules and other exams are completed.

Do not rely too heavily on your textbook or other resource material when preparing for your quizzes. If you do, you may not realize until exam time that the perfect response you prepared for an assignment or quiz was only possible because you referred to resource material without really learning or understanding the material and concepts. Therefore, *you should attempt each assignment without referring to the resource material,* and if you find it necessary to look up an answer, be sure you have actually learned the concept and material rather than merely reflecting it in the answer.

Academic Integrity

Students in Online Distance Learning (ODL) courses must comply with the *LSU Code of Student Conduct.* Suspected violations of the academic integrity policy may be referred to LSU Student Advocacy & Accountability (SAA), a unit of the Dean of Students. If found responsible of a violation, you will then be subject to whatever penalty SAA determines and will forfeit all course tuition and fees.

Plagiarism

Students are responsible for completing and submitting their own course work and preparing their own modules. All work submitted in the course modules must be the student's own work unless outside work is appropriate to the assignment; all outside material must be properly acknowledged. It is also unacceptable to copy directly from your textbook or to use published answer keys or the teacher's edition of a textbook.

Collaboration

Unauthorized collaboration constitutes plagiarism. Collaborative efforts that extend beyond the limits approved by the instructor are violations of the academic integrity policy. Students who study together are expected to prepare and write their own individual work for submission and grading.

For more information and links to the *LSU Code of Student Conduct* and the SAA website, go to the ODL Academic Integrity policy on our website.

Examinations and Grading Policy

This course includes two exams. The mid-course exam covers modules 01–08; the final exam is covers modules 09–15. The two exams will consist of approximately fifty questions that include multiple-choice, true or false, and short essay questions.

Your grade in the course will be determined by the average scores from the module assignments, the mid-course exam, and the final exam.

You will have a maximum of *three* hours to complete the exam.

YOU MUST EARN A PASSING AVERAGE ON THE EXAMINATIONS IN ORDER TO PASS THE COURSE.

If you earn a passing average on your examinations, your course grade will be calculated as follows:

- Module Assignment scores are out of 12 points each (e.g., 9/12 = 75%).
- Exams are scored by percentage of points available on each (e.g., 80/100 = 80%).
- Course grade = average of Module Assignments + Exam scores. Each component is weighted by the following percentages.

Course grade =

Component	Weight (%)
Average of Module Assignments	40%
Mid-Course Exam	30%
Final Exam	30%

For example, if you score average 90% on assignments, and 75% on each exam, you would have: 90%*(.4) + 75%*(.3) + 75%*(.3) =81% for the class. (However, if you had a 59% average between the exams, though the percentage would calculate to 71%, you would fail the course because you did not have a passing exam average.)

The following grading scale applies.

$$97\%–100\% = A+$$
$$93\%–96\% = A$$
$$90\%–92\% = A-$$
$$87\%–89\% = B+$$

          83%–86% = B
          80%–82% = B-
          77%–79% = C+
          73%–76% = C
          70%–72% = C-
          67%–69% = D+
          63%–66% = D
          60%–62% = D-
           0%–59% = F

IMPORTANT: The final exam cannot be taken until you meet the following requirements. Under no circumstances may the final exam be taken earlier.

1. You must have been enrolled in the course for *at least three weeks*, regardless of when the modules and other exams are completed.

2. You must have a grade posted in the Moodle grade book for the Module 15 Assignment in order to unlock access to the Final Exam. Please allow at least seven days for the final assignment grade to be posted in the gradebook.

To read the full exam policy and other policy statements, visit http://www.outreach.lsu.edu/Extended-Campus/Online-Distance-Learning/Guidelines-Policies/Policies. Go to Continuing Education's homepage. Click on *Extended Campus,* select *Online Distance Learning*, and then click the link for *Guidelines and Policies*.

Taking Your Examinations

You are *required* to create a Louisiana State University ODL ProctorU account and to take your examinations through ProctorU, a remote proctoring service that allows you to take exams anywhere with internet access (some restrictions apply). Information on creating your ProctorU account can be found in the *Getting Started* module. You cannot use an account created through another university, so if you already have an account, you will still need to create an account associated with LSU Online Distance Learning (ODL).

The ProctorU website provides links you can use to find out how ProctorU works and to check your computer to see that it meets the technical requirements. In addition, to test using ProctorU, you need *access to a web cam with a microphone (built-in or external), headphones or working speakers*, and *high speed internet* to use this service. A complete list of technical requirements is available from the ProctorU website.

You should schedule your exams about a week before you are ready to take them in order to avoid any additional charges.

Transcript Information

After you have completed this course, your grade will be filed with the Office of the University Registrar. If a transcript is needed, it is your responsibility to make a request to the registrar. If you would like to order a transcript, visit the Office of the University Registrar Transcript Requests page to view your options
(http://sites01.lsu.edu/wp/registraroffice/student-services/transcript-request/).

Copyright

MKT 4440 Digital Marketing
Copyright © 2015 LOUISIANA STATE UNIVERSITY
BATON ROUGE, LOUISIANA

Dan Hamilton Rice, PhD
Assistant Professor
Department of Marketing
Louisiana State University

JM/TK